

DESCRIPTION OF THE COURSE

GENERAL INFORMATION		
Course Holder	Univ.mag.oec. Ratka Jurković, senior lecturer	
The name of the college	Economics and Business Analysis	
Study program	Professional Undergraduate Study of Finance and Business Law	
Status of the College	Mandatory	
Year	3 rd Year	
Point value and method of teaching	ECTS coefficient of student workload	6
	Number of hours (P+V+S)	30+30+0

DESCRIPTION OF THE COURSE
1.1. <i>Objectives of the course</i>
<p>Students are expected to develop:</p> <p>a) General competencies</p> <ul style="list-style-type: none"> • The development of professional integrity • Recognizing the importance of business analysis in the business of the company • Independent decision-making in the field of business analysis <p>b) Specific competencies</p> <ul style="list-style-type: none"> • Application of appropriate analytical techniques in the analysis of operational business • Making judgments about the application of analytical techniques in business decision-making • Applying appropriate structured analytical techniques
1.2. <i>Requirements for enrolment in the course</i>

1.3. *Expected learning outcomes for the course*

Students should be able to:

1. **Argue business/competitive analysis, the concept of analytical management, the context of competitive analysis and analytical management, and the phases of the analytical process.**
2. **Apply analytical techniques in the analysis of operational business.**
3. **Apply analytical techniques in the financial analysis of companies.**
4. **Apply Structured Analytical Techniques 1/2**
5. **Apply Structured Analytical Techniques 2/2**
6. **Apply analytical techniques in business decision-making.**

1.4. *Course content*

Introduction

- Introductory Concepts of Competitive Analysis and Analytical Techniques
- Analytical Management
- Analytical errors and misconceptions
- Taxonomy of analytical techniques

Business Analytical Techniques

- Business Model Analysis
- Porter's 5 Forces and Value Chain Analysis
- McKinsey Model 7S

Analytical techniques in the financial analysis of a company

- Financial analysis of the Balance Sheet – horizontal and vertical
- Financial analysis of the Profit and Loss Account – horizontal and vertical
- Analysis by financial indicators
- The Power of Earning

Structured Analytical Techniques

- PESTEL
- Model 9 force
- SWOT/TOWS

Structured Analytical Techniques

- Analysis of the external environment through the analysis of national cultures
- Hofstede's model
- Proxemics and Chronemics
- Low and High Contextuality Hall Model

Analytical Techniques in Business Decision Making

- Introduction to decision-making
- Models of decision-making
- Discrimination in business decision-making.
- Discrimination Examples from Business Practice

1.5. Types of teaching (put X)

☒ lectures

☐ seminars and
workshops

☒ exercises

☐ Distance education

☐ Field Teaching

☐ Independent tasks

☐ Multimedia & Network

☐ laboratory

☐ Mentoring work

☐ Other _____

1.6. Student obligations

The obligations of students are prescribed in detail by the Statute, Study Regulations, and Student Obligations Guidelines. The key obligations of students are:

ATTENDANCE AT CLASSES: students are obliged to attend classes, actively follow lectures and exercises and participate constructively in classes, and in order to acquire the right to take the exam, it is necessary to attend classes in the percentages prescribed by the Study Regulations. For each student, their presence in class is recorded through the Infoeduka digital office system. The minimum obligations are;

- *Full-time students must attend at least 70% of the total number of classes to be eligible to sign.*

- *Part-time students need to attend at least 50% of the total number of classes to be eligible to sign.*

PASSING EXAMS: in order to achieve a positive grade in the subject, it is necessary to achieve at least 54 points in the subject, but also at least 50% of points for each learning outcome. The method of taking the exam is described in more detail in the item Assessment and evaluation of students' work during classes and at the final exam.

**FINAL EXAM – a student who has not met the conditions for passing the exam during the continuous examination of knowledge (has achieved a total of at least 54 points in the course and has met the lower point threshold of adoption of each learning outcome, i.e. a minimum of 50% of the points of each learning outcome), may take the learning outcomes of the course at the final exam.*

1.7. Student Work Tracking (Add X to the appropriate tracking format)

Attending classes	x	Teaching activity		Seminar paper		Experimental work	
Written exam	x	Oral exam		Essay		Research	
Project		Continuous Knowledge Assessment		Report		Practical work	
Portfolio							

1.8. Assessment and evaluation of students' work during classes and at the final exam

Evaluation and evaluation of students' work during classes and at the final exam is carried out on the basis of the Regulations on Studying of the EFFECTUS University of Applied Sciences.

Allocation of points according to the forms of student work monitoring

	Attending classes	Written exam	Project	Seminar paper	Practical work	Altogether
I1		16				16
I2		16				16
I3		16				16
I4		16				16
I5		16				16
I6		16				16
OUT OF OUTCOME	4					
ALTOGETHER	4	16				100

Linking learning outcomes, teaching methods and knowledge assessment methods:

Forms of monitoring	Learning outcomes	Teaching method	Knowledge assessment method	Maximum number of points
<i>Attending classes</i>	<i>1-6</i>	<i>Lectures and exercises</i>	<i>Record Lists</i>	<i>4</i>
<i>Written exam</i>	<i>OUTCOME 1 Argue business/competitive analysis, the concept of analytical management, the context of competitive analysis and analytical management, and the phases of the analytical process.</i>	<i>Lecture</i>	<i>Essay Questions, Problem and Quantitative Assignments</i>	<i>96</i>
		<i>Asking questions</i>		
		<i>Discussion</i>		
	<i>OUTCOME 2 Apply analytical techniques in the analysis of operational business.</i>	<i>Guided training Open questions</i>		
		<i>Rehearsal and feedback</i>		
	<i>OUTCOME 3 Apply analytical techniques in the financial analysis of companies.</i>	<i>Guided training</i>		
		<i>Problem-based teaching</i>		
		<i>Individual and Group tasks that test the ability to identify and classify</i>		
	<i>OUTCOME 4 Apply structured analytical techniques 1/2.</i>	<i>Lecture</i>		
		<i>Individual and Group tasks that test the ability to identify and classify</i>		
	<i>OUTCOME 5</i>	<i>Problem-based teaching</i>		



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	<i>Apply structured analytical techniques 2/2.</i>	<i>Individual and Group tasks that test the ability to identify and classify</i>		
	OUTCOME 6 <i>Apply analytical techniques in business decision-making.</i>	<i>Lecture</i>		
		<i>Individual and Group tasks that test the ability to identify and classify</i>		
		<i>Asking questions</i>		
<i>Altogether</i>	<i>/</i>	<i>/</i>	<i>/</i>	<i>100</i>

Monitoring student workload through ECTS credits

Type of student workload	Student Load Hours	ECTS credits
Attending contact classes	60	2,0
Field Trips/Visits Outside the College	0	0,0
Independent study/research	60	2,0
Out-of-classroom preparation and preparation of seminars/presentations	0	0,0
Work on an out-of-classroom project assignment	0	0,0
Independent preparation for exams and exam time	35	1.2
Consultation activities	10	0,3
Other	15	0,5
TOTAL ECTS credits	180	6,0

RATING:

In order to achieve a positive grade in the course, the student must cumulatively meet two conditions: achieve a total of at least 54 (fifty-four) points in the course and meet the lower point threshold for the adoption of each individual learning outcome, which is 50% of the total points of the learning outcomes.

Grades are calculated based on the following distribution of points:

SCORE	RATING
0,00 – 53,90	Insufficient (1)
54,00 – 64,90	Sufficient (2)
65,00 – 79,90	Good (3)
80,00 – 89,90	Very good (4)
90.00 and more	Excellent (5)

Grading is carried out in a transparent manner by collecting points. The course is evaluated with 100.00 points (with the possibility of achieving an additional 8 points on the Challenge learning outcome).

CHALLENGE LEARNING OUTCOME - the student has the opportunity to earn an additional maximum of 8 points through the Challenge learning outcome; The student independently chooses one of the activities proposed in the first lesson, and has the opportunity to independently propose an activity with which he wants to increase the number of points and, with the consent of the course holder, achieves them according to the criteria of the course. Points for the Challenge learning outcome are not distributed according to the learning outcomes, but the number achieved makes an additional number of points to the total number of points achieved according to the learning outcomes.

Before taking the final written exam, each student must meet the prescribed conditions, which primarily means that they have attended the % of classes determined by the Study Regulations and that they have received an electronically encrypted permission to take the exam.

1.9. Required reading and number of copies in relation to the number of students currently attending classes in the course

Title	Number of copies	Number of students
1. References: Kopal, R., Korkut, D., Analytical Management, EFFECTUS, 2020. Jurković et al. (2021), Analysis of the external environment through the analysis of national cultures, FIP, 9(2), pp. 41-64	5* *students receive compulsory literature in permanent ownership	100

2. Internal materials (presentations, scripts)	-	-
<p>1.10. Supplementary literature</p> <p>Kopal, R., Korkut, D., <i>Competitive Analysis Techniques</i>, 3rd Unchanged Edition, EFFECTUS, 2019.</p> <p>Batarelo, A.Ž., <i>Introduction to Business Analysis</i>, TEB, 2008.</p> <p>Professional articles (RRIF, TEB, RiPuP databases)</p>		
1.11. Ways of quality monitoring that ensure the acquisition of output knowledge, skills and competencies		
<ul style="list-style-type: none"> • analysis of exam results, achieved results, level of understanding and knowledge during exercises, practical tasks and group work, • conducting a survey among students, • The evaluation of the teacher, • achieved results, level of understanding and knowledge during the preparation of the seminar paper, • achieved results and level of knowledge presented during the preparation and defense of the final thesis (students who choose a graduate thesis in this course), • analysis of the report of the Head of the Quality Centre, and • Feedback from students who have already graduated on the usefulness of the content of this course in the performance of the work they do. 		